<u>CLAIMS</u>

I claim:

1. 1. A system comprising:

2. a personal record comprising a personal profile about a subject and a message

3. filtering policy determined by the subject;

4. an anonymity service, the anonymity service being an intermediary between the

5. subject and a message sponsor, the message sponsor desiring to send a message to the

6. subject based on the personal record;

7. a message deposit sent to the anonymity service by the message sponsor wherein

8. the message deposit comprises the message, a message targeting specification, and a

9. message profile;

10. a database maintained by the anonymity service, the personal record being stored

11. in the database in an encrypted state, the anonymity service having an access to the

12. personal record only in the encrypted state;

13. a resident application residing on a client device under control of the subject, the

14. resident agent managing access to the personal record in an unencrypted state;

15. a quarantine memory, the quarantine memory being a secure area of system

16. memory on the client device; and

17. a session agent to perform a database operation on the personal record in the

18. unencrypted state in the quarantine memory.

19. 2. The system of claim 1 wherein the database operation comprises:

20. a database query which compares the message profile to the message filtering

21. policy; and

22. a database query which compares the personal profile to the message targeting

23. specification.

24. 3. The system of claim 1 further comprising:

25. a query result sent to the anonymity service from the resident application;

26. a message delivery sent from the anonymity service to the resident application;

27. and

28. a delivery confirmation sent from the resident application to the anonymity

29. service.

1   4. The system of claim 1 wherein the database operation comprises a data record
2   modification.

3   5. The system of claim 1 wherein the database operation comprises a schema migration.

4   6. The system of claim 1 further comprising a delivery notification sent from the anonymity
5   service to the sponsor wherein the delivery notification comprises:

6   an anonymous proof of delivery;

7   an anonymous response from the subject; and

8   an anonymous payment record.

9   7. The database operation of claim 2 further comprising an interactive response from the
10   subject.

11 8. A method comprising:

12   maintaining a personal record belonging to a subject in a centralized database in
13   an encrypted form, the personal record comprising a personal profile and a message
14   filtering policy; and

15   distributing a database operation from the centralized database to a client device
16   when the database operation is performed on the personal record in an unencrypted form.

17 9. The method of claim 8 wherein distributing the database operation from the centralized
18   database to the client device comprises:

19   downloading a session agent by a resident application, the resident application
20   being resident on the client device, the session agent comprising a software update, the
21   personal record, and an encryption key; and

22   performing a database query by the session agent on the personal record in an
23   unencrypted form.

24 10. The method of claim 8 wherein the client device comprises a device capable of sending
25   and receiving a signal over a digital network, the client device being under a physical
26   control of the subject.

27 11. The method of claim 8 further comprising establishing an intermediary between the
28   subject and a message sponsor for the purpose of allowing the message sponsor to send a
29   message to the subject based on the personal profile while maintaining an anonymity of
30   the subject.

1   12. The method of claim 11 wherein establishing the intermediary between the subject and

2   the message sponsor comprises:

3   receiving a message deposit from the message sponsor, the message deposit

4   comprising a message, a message targeting specification, and a message profile;

5   negotiating permission to deliver the message to the subject;

6   delivering the message to the subject;

7   receiving a delivery confirmation from the subject; and

8   sending the delivery confirmation to the message sponsor while maintaining

9   anonymity of the subject.

10 13. The method of claim 12 wherein negotiating permission to deliver the message

11   comprises:

12   performing a targeting database query wherein the message targeting specification

13   is compared to the personal profile; and

14   performing a filtering database query wherein the message filtering policy is

15   compared to the message profile.

16 14. The method of claim 12 further comprising:

17   accounting for a message charge to the message sponsor;

18   accounting for a message credit to the subject;

19   communicating the message charge to an external payment system; and

20   communicating the message credit to an external payment system

21 15. A machine-accessible medium comprising content that, when accessed by a machine,

22   causes the machine to:

23   maintain a personal record belonging to a subject in a centralized database in an

24   encrypted form, the personal record comprising a personal profile and a message filtering

25   policy; and

26   distribute a database operation from the centralized database to a client device

27   when the database operation is performed on the personal record in an unencrypted form.

28 16. The machine-accessible medium of claim 15 wherein causing the machine to distribute

29   the database operation from the centralized database to the client device comprises

30   causing the machine to:

1   download a session agent by a resident application, the resident application being

2   resident on the client device, the session agent comprising a software update, the personal

3   record, and an encryption key; and

4   perform a database query by the session agent on the personal record in an

5   unencrypted form.

6   17. The machine-accessible medium of claim 15 wherein the client device comprises a

7   device capable of sending and receiving a signal over a digital network, the client device

8   being under a physical control of the subject.

9   18. The machine-accessible medium of claim 15 further comprising content that, when

10   accessed by a machine, causes the machine to establish an intermediary between the

11   subject and a message sponsor for the purpose of allowing the message sponsor to send a

12   message to the subject based on the personal profile while maintaining an anonymity of

13   the subject.

14   19. The machine-accessible medium of claim 18 wherein causing the machine to establish

15   the intermediary between the subject and the message sponsor comprises causing the

16   machine to:

17   receive a message deposit from the message sponsor, the message deposit

18   comprising a message, a message targeting specification, and a message profile;

19   negotiate permission to deliver the message to the subject;

20   deliver the message to the subject;

21   receive a delivery confirmation from the subject; and

22   send the delivery confirmation to the message sponsor while maintaining

23   anonymity of the subject.

24   20. The machine-accessible medium of claim 19 wherein causing the machine to negotiate

25   permission to deliver the message comprises causing the machine to:

26   perform a targeting database query wherein the message targeting specification is

27   compared to the personal profile; and

28   perform a filtering database query wherein the message filtering policy is

29   compared to the message profile.

30   21. The machine-accessible medium of claim 19 further comprising causing the machine to:

31   account for a message charge to the message sponsor; and

1   account for a message credit to the subject;

2   communicate the message charge to an external payment system; and

3   communicate the message credit to an external payment system.